

# NCERT Solutions for 7th Class Civics: Chapter 7- Understanding Advertising



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## NCERT Solutions for 7th Class Civics: Chapter 7-Understanding Advertising

Class 7: Civics Chapter 7 solutions. Complete Class 7 Civics Chapter 7 Notes.

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#### Exercises

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**1. What do you understand by the word brand? List two reasons why building brands is central to advertising?**

**Answer**

**Brand:** It means stamping a product with a particular name or sign in order to differentiate it from other products in the market.

Two reasons why building brand is central advertising:

- (i) It creates a positive image of the product in the eyes of the consumer and compel them to buy it.
- (ii) It differentiates the product from the local or other competitive products in the market.

**2. Choose two of your favourite print advertisements. Now, look at each of these and answer the following questions:**

- a. What visuals and text is being used in these advertisements to attract my attention?
- b. What values are being promoted in these advertisements?
- c. Who is this advertisement speaking to and who is it leaving out?
- d. If you could not afford the brand that is being advertised how would you feel?

**Answer**



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**Advertisement 1: Filter your Life**

- a. It shows the tagline of "Filter your life" by using the plant grown in the filter of the cigarette.
- b. It promotes the values of "Smoking is injurious to health".
- c. This advertisement speak to all those who do smoking and leave out them who don't do.
- d. I feel nothing if i could not afford the product but appreciate it as it spread social values.

**Advertisement 2: Show your child you care**

- a. It shows the tagline of "Show your child you care" by using the soap, child and mother.
- b. It promotes the values of "Mothers love for their child".
- c. This advertisement speak to all those women having small child and leaving out them who don't have.
- d. I feel nothing if could not afford the product as there are lot of other care soap for baby available in the market.

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**3. Can you explain two ways in which you think advertising affects issues of equality in a democracy?****Answer**

Two ways in which advertising affects issues of equality in a democracy:

- (i) It only focus on the lives of the rich and famous and forget about the issues of poverty, discrimination and dignity.
- (ii) Advertising tends to promote a certain lack of respect for the poor as in a democracy, all people are equal and should be able to lead a life of dignity.

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**4. Making an advertisement requires a lot of creativity. Let us imagine a situation in which a manufacturer has just made a new watch. She says that she wants to sell this watch to school children. She comes to your class and asks you all to create a brand name as well as an advertisement for the watch. Divide the class into small groups and each group create an advertisement for this watch. Share it with the class.**

**Answer**

This is a class activity and done r performed in the class itself.

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# Chapterwise NCERT Solutions for Class 7 Civics :

- Chapter 1: On Equality
- Chapter 2: Role of the Government in Health
- Chapter 3: How the State Government Works
- Chapter 4: Growing up as Boys and Girls
- Chapter 5: Women Change the World
- Chapter 6: Understanding Media
- Chapter 7: Understanding Advertising
- Chapter 8: Markets Around Us
- Chapter 9: Shift in the Market
- Chapter 10: Struggles of Equality

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